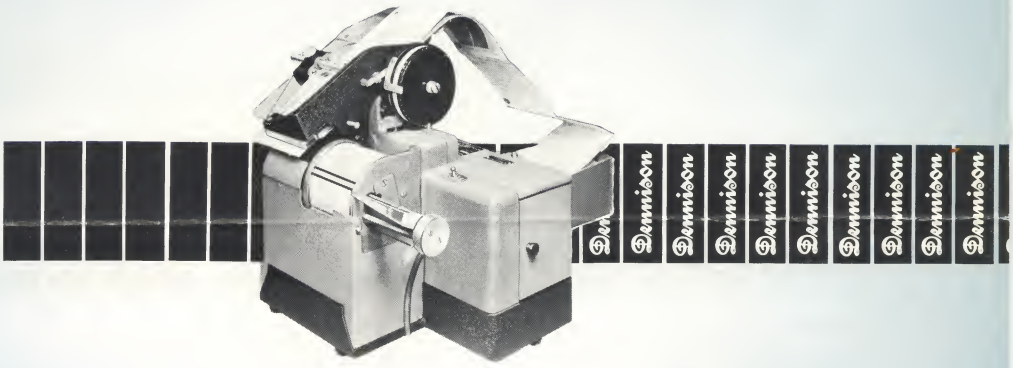
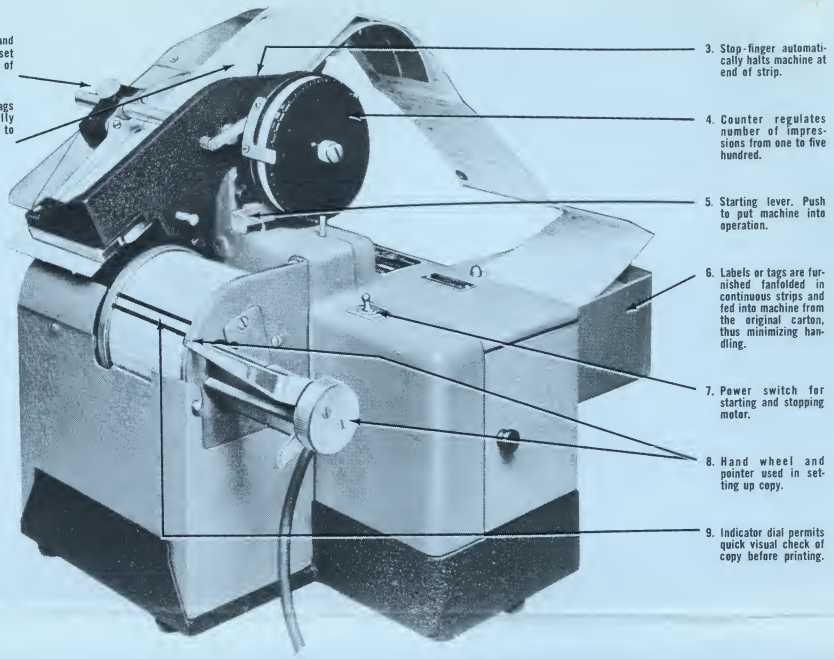
Fast
Economical
Imprinting

with DIAL-SET by DENNISON



the Dennison Dial-Set System



Meeting the varied needs of today's industry for product identification and production control — the Dial-Set system imprints variable information on pre-printed tags and labels with speed and versatility unmatched by any other method or equipment.

The Dial-Set system combines Dennison system-designed labels and tags with the Dial-Set Printer — to provide attractive pre-printed forms imprinted with the variable information you need for identification, inventory control, production control, quality control, reordering or any of the hundreds of other uses that are part of modern production and marketing.

THE DIAL-SET PRINTER

The Dial-Set Printer is a compact, electrically operated machine about the size of a typewriter . . . imprinting full lines of letters or numbers on tags or labels at a speed of 165 impressions per minute.

Dial-Set is easy to operate. You set the characters by simply turning a dial knob. The full line of copy is in view. No chance of error . . . no proofs to check. Ink, inking rollers, wash-up — are all eliminated. There's no hand-stamping, no setting of type, no make-ready, no costly inventory of plates or stencils.

Once the copy is set, a touch of a lever starts the machine into high-speed automatic imprinting. A counter automatically provides the desired number of copies.

Wide choice of standard types available

Standard Type

33F 9B3368 CAM SHAFT R BEARING 1

Medium Type

B7256 L3429 HT FRONT ASSMBLY HEX NUT

1/4 Inch Type

J71-32K3995-MKF-2

Embossed Metal Plates

WATER HEATER
GLASS LINED
NATURAL GAS
STD. FITTINGS

MODEL 24T65LHD62W

SERIAL 001002

Consecutive or Repeat Numbering (2 to 6 Rings)

four-ring numbering head

169 C21 WT H65 4382 RED J21 107 $22.95 3356

Variable Feed Attachment

QTY.	PART NAME	MFR'S PART NO.
1	BOOSTER PUMP	TF 29700 5
CUSTOMER PART NO.		CONTRACT OR ORDER NO.
4839 TF 29700 5		AF33 012 34565
ITEM	TYPE OR SPEC.	SERIAL NUMBER / ACCEP. DATE
7	B 18	6802460 / NOV 5

TAGS AND LABELS

Product and Parts Identification

From automobiles to shirts, artfully designed labels and tags create a quality impression for any product, and simplify identification by name, style, material, size, color . . . or whatever characteristics are important to you. The Dial-Set system is especially suited to identification with labels and tags on a high-speed basis. It eliminates costly, inflexible methods and inventories.

Production, Payroll, Inventory, and Quality Control Systems

System tags are vital to almost every industrial plant . . . to identify work-in-progress stages . . . to route work . . . to help establish piece work rates . . . to record transfers, warehousing and shipping . . . to simplify inventory and accounting. Such tags (even pre-strung and pre-wired tags) are imprinted with unmatched speed and versatility by the Dial-Set Printer — and are available in any length from ½″ to 10″ in continuous fan-fold strips to meet the requirements of all control operations.

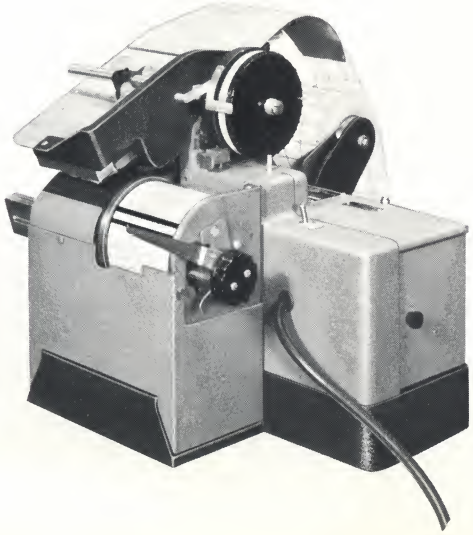
PRES-a-ply Pressure Sensitive Labels

Produced specifically for those "hard-to-stick" surfaces such as plastics, metals and films, Dial-Set PRES-a-ply labels require no moistening, no heat, no glue! Self-adhering, they are available with either permanent or removable adhesive.
Foil Dial-Set labels will glamorize any product. With PRES-a-ply adhesive they can replace costly metal nameplates and, like all Dennison tags and labels, are quickly and sharply imprinted with variable copy by the Dial-Set Printer.

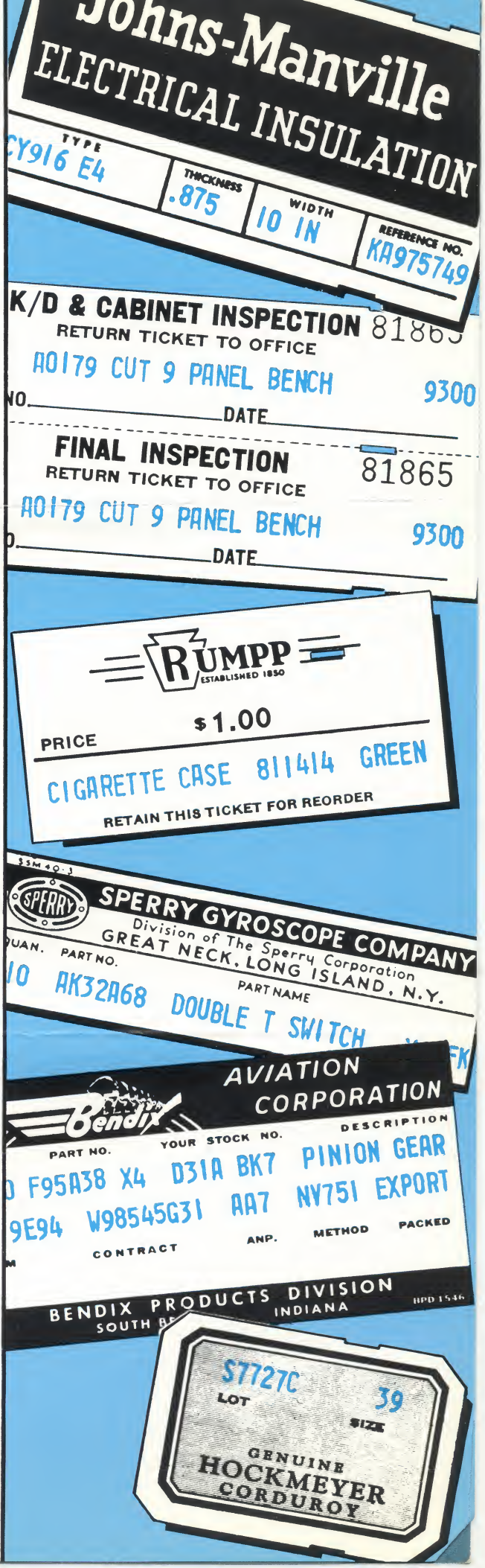
The Dennison PRES-a-ply Label Dispenser puts labeling into high gear by dispensing labels ready for quick application — at the touch of a foot pedal.

Reorder Tickets

Dennison-designed Dial-Set reorder tags do more than just help a dealer replace his stock — they keep supplies balanced, simplify unit control problems, create good will with customers . . . and keep orders constantly coming your way.



Dial-Set machine for imprinting rolled labels.



SALES OFFICES

Albany, N.Y.
1623 Central Ave.

Atlanta, Ga.
Cor Carnegie Way & Ellis

Baltimore, Md.
Baltimore & Light Sts.

Boston, Mass.
38 Chauncy St.

Buffalo, N.Y.
170 Franklin St.

Charlotte, N. Car.
P O Box 11164

Chicago, Ill.
400 W. Madison St.

Cincinnati, Ohio
519 Main St.

Cleveland, Ohio
3767 Chester Ave.

Columbus, Ohio
550 S. High St.

Dallas, Texas
912 Commerce St.

Des Moines, Iowa
1118 Mulberry St.

Detroit, Michigan
13301 Puritan Ave.

Greensboro, N. Carolina
P.O. Box 3292

Hartford, Conn.
119 Ann St.

Houston, Texas
3011 San Jacinto St.

Indianapolis, Ind.
3590 N. Meridian St.

Kansas City, Missouri
2 W. 40th St.

Louisville, Kentucky
522 W. Jefferson St.

Memphis, Tenn.
2600 Poplar Ave.

Milwaukee, Wisc.
740 N. Plankinton Ave.

Minneapolis, Minn.
123 E. Grant St.

New Orleans, La.
812 Gravier St.

New York, N.Y.
370 Lexington Ave.

Omaha, Nebraska
5170 Leavenworth St.

Philadelphia, Pa.
1405 Locust St.

Pittsburgh, Pa.
7th St. & Liberty Ave.

Providence, R.I.
17 Exchange St.

Rochester, N.Y.
75 College Ave.

St. Louis, Missouri
1015 Locust St.

Toledo, Ohio
633 N. Reynolds Rd.

Washington, D.C.
1346 F St. NW

West Hollywood, Fla.
P.O. Box 3651

In the following cities call
DENNISON-EASTMAN CORP.
(a wholly owned subsidiary of
Dennison Mfg. Co.)

Denver, Colorado
2239 E Colfax Ave.

Fresno, Calif.
1718 "L" St.

Fullerton, Calif.
1504 W Commonwealth

Honolulu, Hawaii
P.O. Box 1857

Los Angeles, Calif.
720 E 59th St.

N. Hollywood, Calif.
6452-1/2 Lankershim

Oakland, Calif.
600 16th St.

Phoenix, Arizona
1429 N. First St.

Pomona, Calif.
118 E Third St.

Portland, Oregon
1238 N.W. Glisan St.

Richmond, Calif.
3451 Collins Ave.

Sacramento, Calif.
1435 Alhambra Blvd.

Salt Lake City, Utah
68 S. Main St.

San Bruno, Calif.
P.O. Box 155

San Diego, Calif.
3938 El Cajon

San Francisco, Calif.
514 Brannan St.

San Jose, Calif.
173 W. San Fernando St.

Seattle, Washington
1006 E. Seneca St.

Spokane, Washington
S. 121 Monroe St.

Stockton, Calif.
821 N. El Dorado

Dennison is known for its experience and advanced techniques in handling identification and control problems of infinite variety. You can profit from this extensive background by calling for the advice and service of your nearby Dennison Machine Systems representative. There's no obligation, of course. He'll be glad to make an analysis of your present procedures . . . and discuss how the versatile Dial-Set System can fit easily into your present operation . . . and demonstrate how Dial-Set can bring you greater profits through increased efficiency.

Dennison Dennison Dennison Dennison Dennison Dennison Dennison Dennison Dennison

Dennison Dennison Dennison Dennison Dennison Dennison Dennison Dennison Dennison Dennison Dennison Dennison Dennison Dennison Dennison Dennison

Dennison
MANUFACTURING COMPANY

Helping You Compete More Effectively

FRAMINGHAM, MASSACHUSETTS, U. S. A.
DRUMMONDVILLE, QUEBEC, CANADA
Sales offices in principal cities

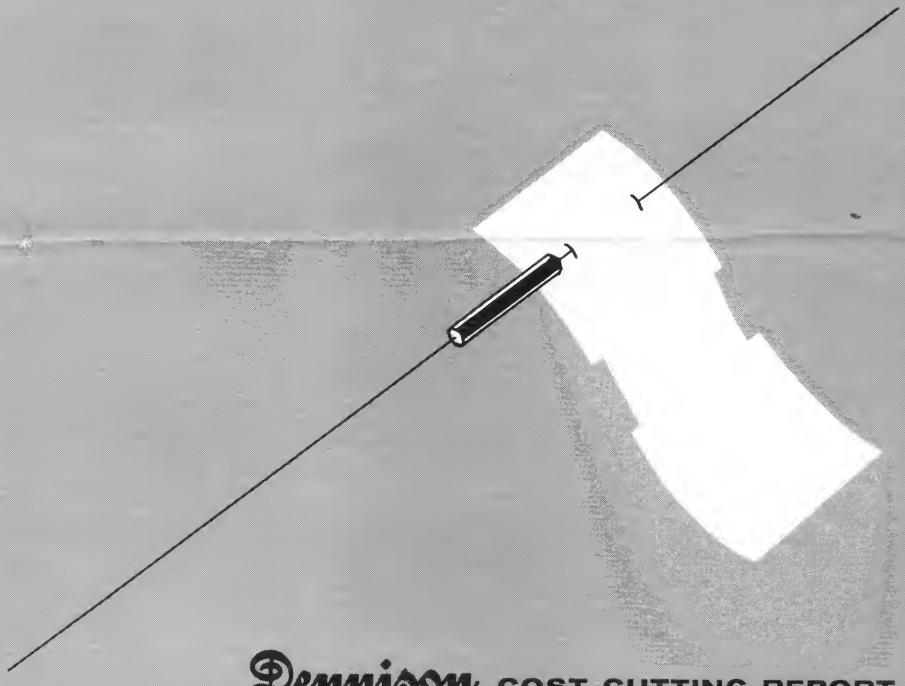
Form 282-2.5M 7/64
Printed in U.S.A.

HCG S-6367

Dial-Set Systems Save

$50,000 Per Year

For International Resistance Co.



Dennison COST CUTTING REPORT 1002-DS

The problem of finding a tagging method to fit the sub-miniature size of its products led International Resistance Company to adopt Dennison Dial-Set tagging systems which are now saving $50,000 a year in clerical labor and forms costs!

Figure 1. — This Dial-Set Printer is located in the IRC Engineering test office. It imprints the Dial-Set tag in Figure 2 at a speed of 165 tags per minute. The tags are used to identify resistors pulled from bins on the manufacturing area for quality control testing.

The Tag was too Big for the Product

In looking for ways to improve their tagging operations, International Resistance Company, the world's largest producer of resistors, came to the conclusion that the quality control test tags used by their Engineering Division would be much easier to handle if they were reduced in size to fit the resistors to which they were attached. IRC called in Dennison and found that the Dial-Set tag shown in Figure 2, in addition to being the proper size, could also be prepared at *much* less cost than their old hand stamped tag. IRC adopted Dial-Set. Result . . . two clerks freed for other work . . . a third clerk freed part-time . . . and a more efficient operation with savings of $15,000 per year! Naturally, IRC looked around for other places where cost-cutting Dial-Set systems could be put to work.

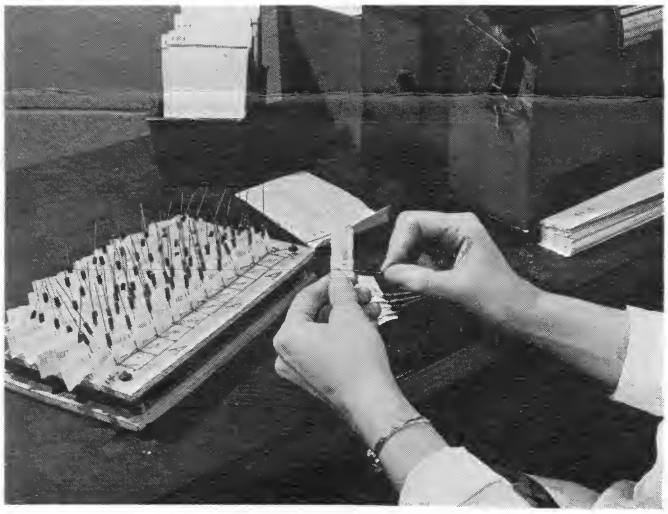


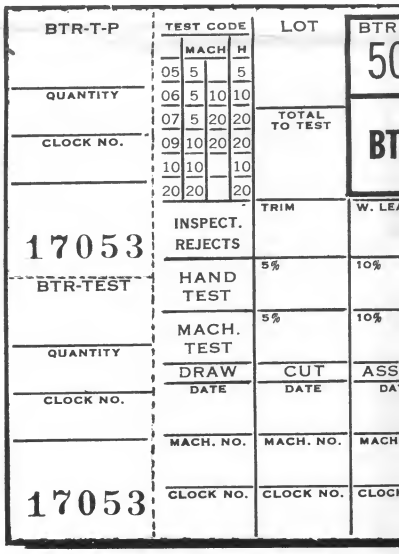
Figure 2 — The lead of the resistor easily hooks into the holes in the Dial-Set tag as neatly as a button going in a buttonhole . . . and just as securely. The Dial-Set tag tells which lot number the resistor came from and the individual number of the resistor within the test batch.

Dial-Set Stops Squinting

They found a place for Dial-Set in their Burlington Division in Burlington, Iowa, where commercial resistors are produced in large quantities. Trays of resistors passing down the assembly line were being identified by hand stamped tags placed in a channel on the lip of the tray. The trouble was that the tags had to be very small to fit the narrow channel, and tags that small were hard to stamp . . . and harder still to read.

Dial-Set solved the problem with *machine-imprinting*. Because they are imprinted by machine, the tags are easy to read. Furthermore, they are infinitely easier to prepare than the old hand-stamped tags. The new Dial-Set system released four clerks who formerly had been tied up hand stamping tags, at a total saving to IRC of approximately $20,000 a year.

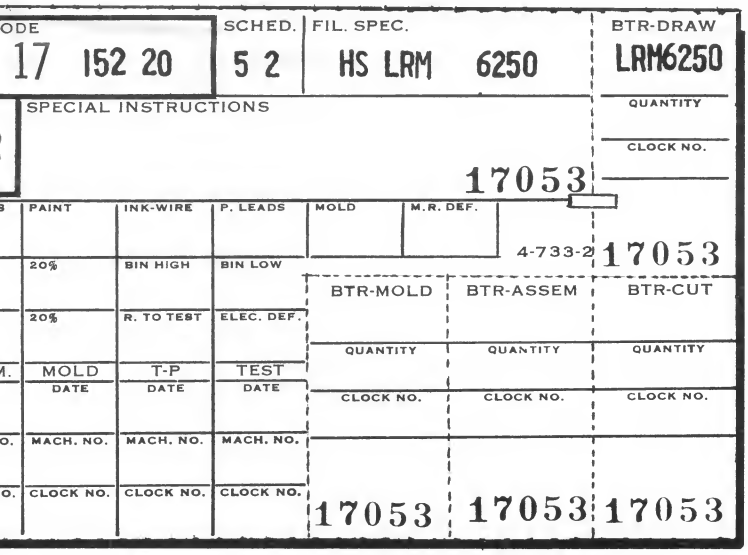
Figure 3 — This tag controls the manufacturing of television resistors in IRC's Philadelphia Division. The Dial-Set Printer imprint tells the operators what work to do on the resistors in the bin. The serial number makes it easy to identify the detached stubs which represent work performed on the order.



Turning a 7-part Manifold Tag into a Single Tag

International Resistance Company found that Dial-Set's utility was not limited to smaller tags. The tag shown in Figure 3 is used by IRC's Philadelphia Division as a combination production order, payroll ticket and quality control record for television resistors. When the Production Office receives a production authorization, the girl operating the Dial-Set machine (See Figure 4) runs a Dial-Set tag to represent the order. The tag goes into the manufacturing bin with the resistors. Each time an operation is performed, the operator removes a stub from the tag, endorses it and uses it for his payroll ticket. The center portion of the tag stays in the bin as a record of various quality control tests performed upon resistors on the order.

Figure 4 — This Dial-Set Printer in the production office of IRC's Philadelphia Division runs the tags shown in Figure 3.



Before Dial-Set, the tag used in this system was a 7-part manifold tag produced on a Hectograph machine. Two clerks worked full time typing stencils, making up the tags and endorsing production information on them by hand. The expensive tags and the clerk's salaries added up to more than $10,000 per year. IRC has saved all this by using Dial-Set. Now one girl runs the Dial-Set machine part-time. The Dial-Set tags cost less, and the whole operation is much more efficient.

Figure 5 — The tag tells what production operations are necessary. After the operations are completed, pertinent information is recorded on the tag and the payroll stub is inserted in a slot in the operator's record book. Tag stubs are detached as a payroll record.

Total Savings: $50,000 a Year

Needless to say, IRC is very happy with Dial-Set. Everywhere they apply Dial-Set, they save money. Dial-Set has proven to be versatile, too. It has prepared small tags and large tags . . . simple identification tags and complex control tag systems, with equal effectiveness.

Wherever you are now using tag forms to identify or control the passage of materials in your plant, you have the opportunity to save money with Dial-Set just as International Resistance Company did.

The Dial-Set Printer imprints at the rate of 165 impressions per minute. Copy is changed in seconds by simply twirling the dials. All type is right on the dials. Lets you proofread *before* imprinting. What's more, there's no messy type to handle, no ink, no washups. Copy is imprinted through a ribbon. Dial-Set can be used for imprinting on a wide range of forms and, chances are, it can be used to good advantage in your plant. Contact your nearby Dennison office and find out more about Dial-Set today!

Please turn the page

Figure 6 — Inspector tests resistors and the results are written on the tag which becomes a permanent record of all operations performed on the resistor.

Letter from Louis R. Liuzzi to Bill Clark of Dennison, testifying to the effectiveness of Dial-Set in International Resistance's production operations.

IRC

INTERNATIONAL RESISTANCE COMPANY

401 North Broad Street, Philadelphia 8, Pa. • Walnut 2-8900

Mr. William Clark
Dennison Mfg. Co.
Room 1621
Broad and Locust Streets
Philadelphia, Pa.

Dear Bill:

Attached you will find samples of three types of dial-set tickets and applications used by our various divisions at IRC.

As you know, IRC is the world's largest producer of resistors; some 600 million per year. Our products are miniature and sub-miniature in size and the identification and control is a problem. Usual types of production tickets are too large and expensive for us. We have used Dennison dial-set methods at IRC for eight years and have found them economical and effective. IRC has doubled in size over this time and the systems have passed the test of time. We expect to grow at a much greater pace (250%) over the next five years.

It's interesting to note your dial-set methods will help us produce new space age (computer and missile) products of micro-miniature and super reliability characteristics. I believe the adoption of dial-set methods is worth $50,000 per year in savings in labor and forms.

Yours truly,

Louis R. Liuzzi

Louis R. Liuzzi
Senior Management Engineer

LRL/amd
Attachment

IRC MANUFACTURING DIVISIONS *Boone, N.C. • Burlington, Iowa • Philadelphia, Pa. • St. Petersburg, Fla.*
IRC SUBSIDIARY PLANTS *Hycor Co., Inc., Vega Baja, Puerto Rico • IRC Limited, London, England*
IRC LICENSEES *Argentina • Australia • Brazil • Canada • Denmark • England • Germany • Italy • Japan • Mexico*

Dennison Manufacturing Co.

MACHINE SYSTEMS DIVISION

FRAMINGHAM, MASS., U.S.A. DRUMMONDVILLE, QUEBEC, CANADA

1002-DS-7-62